

DTX 1391
(NAVY-ADS-0000033360)
(Excerpt)
(Redacted)



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**All redactions proposed
by the United States**



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**Additional information
covered by confidentiality
objections of third parties**



AMERICA'S NAVY

Navy Brand Tracker

Baseline Study – November 2022

BRAND TRACKER – BASELINE STUDY

NOVEMBER 2022

THE NAVY PARTNERSHIP

A M E R I C A ' S N A V Y

Objective

U.S. Navy recruitment is down, and we need to reinforce it for future success



T H E N A V Y P A R T N E R S H I P

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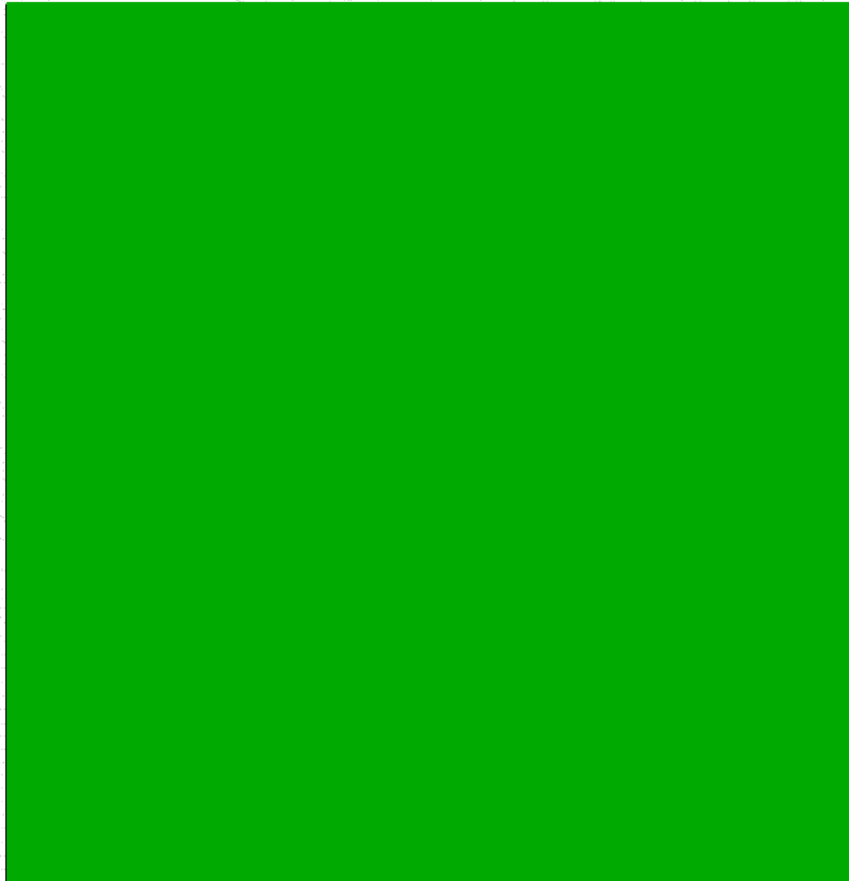


NAVY-ADS-0000033363

A M E R I C A ' S N A V Y

Sample & Methodology

Online questionnaire fielded from 9/23/2022 to 9/30/2022



B R A N D T R A C K E R - B A S E L I N E S T U D Y

N O V E M B E R 2 0 2 2

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A M E R I C A ' S N A V Y

BLUF

Prospects

COI

Ad Recall

B R A N D T R A C K E R - B A S E L I N E S T U D Y

N O V E M B E R 2 0 2 2

T H E N A V Y P A R T N E R S H I P

4

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A M E R I C A ' S N A V Y

Demographics

B R A N D T R A C K E R - B A S E L I N E S T U D Y

T H E N A V Y P A R T N E R S H I P

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AMERICA'S NAVY

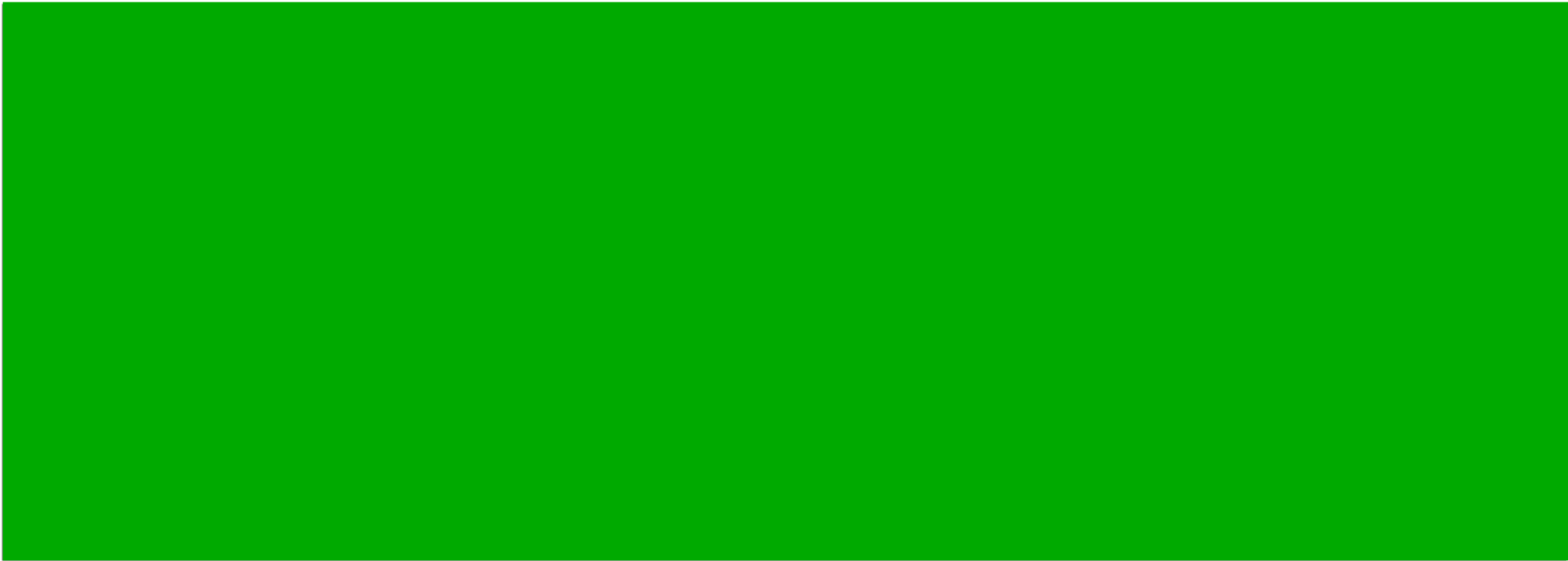
Prospects

THE NAVY PARTNERSHIP

A M E R I C A ' S N A V Y

PROSPECTS

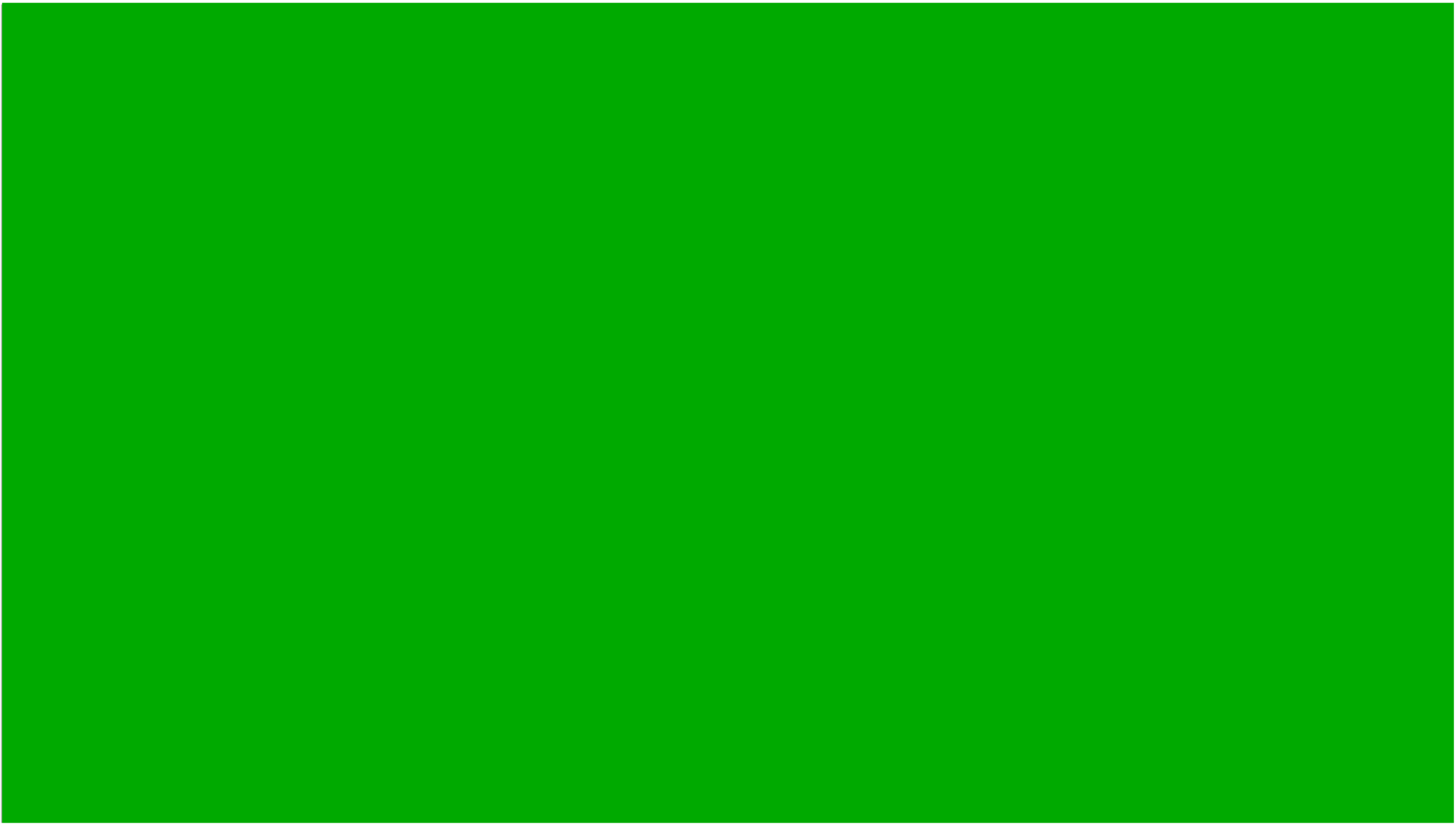
B R A N D T R A C K E R - B A S E L I N E S T U D Y



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COLs

THE NAVY PARTNERSHIP







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T H E N A V Y P A R T N E R S H I P

28

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AMERICA'S NAVY

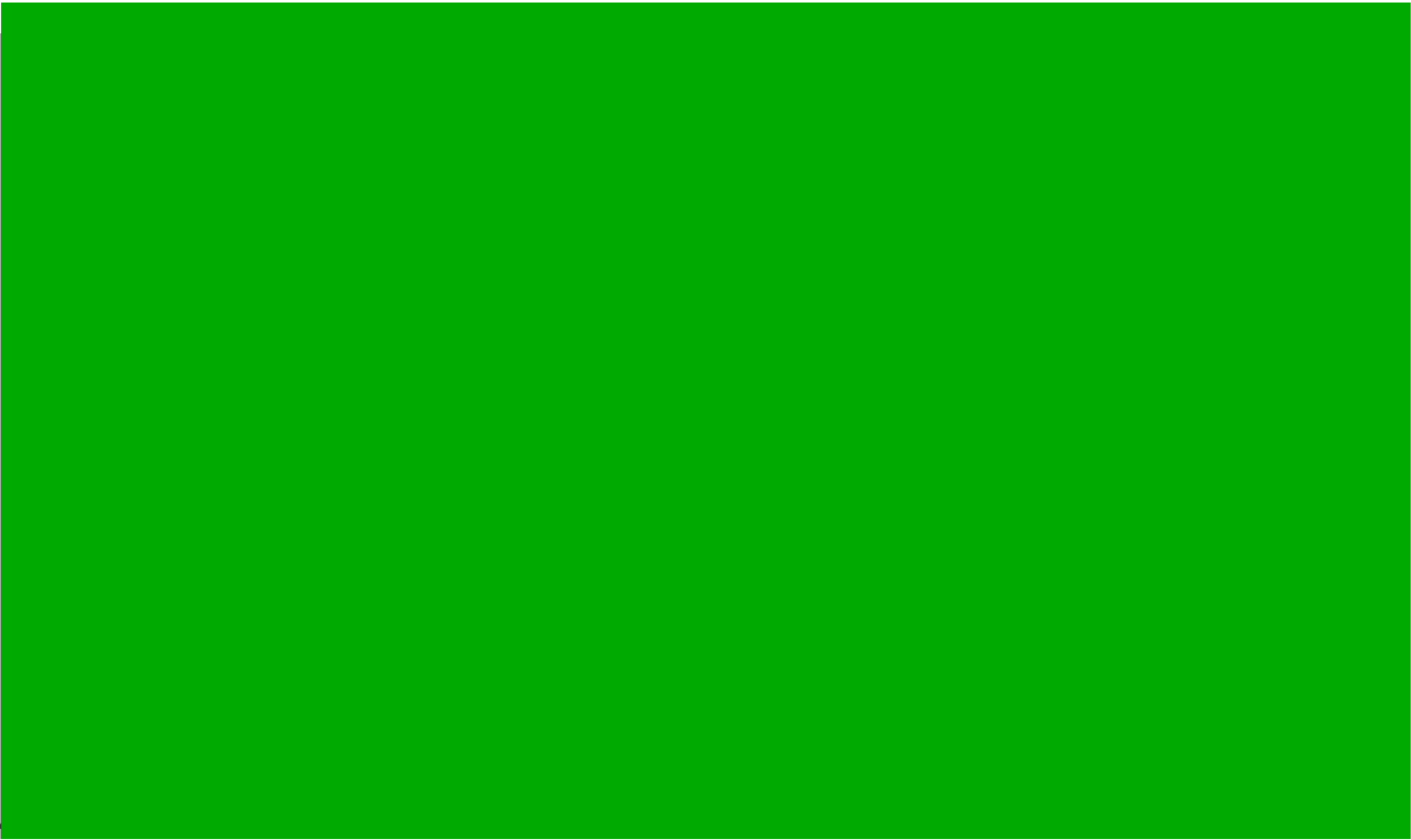
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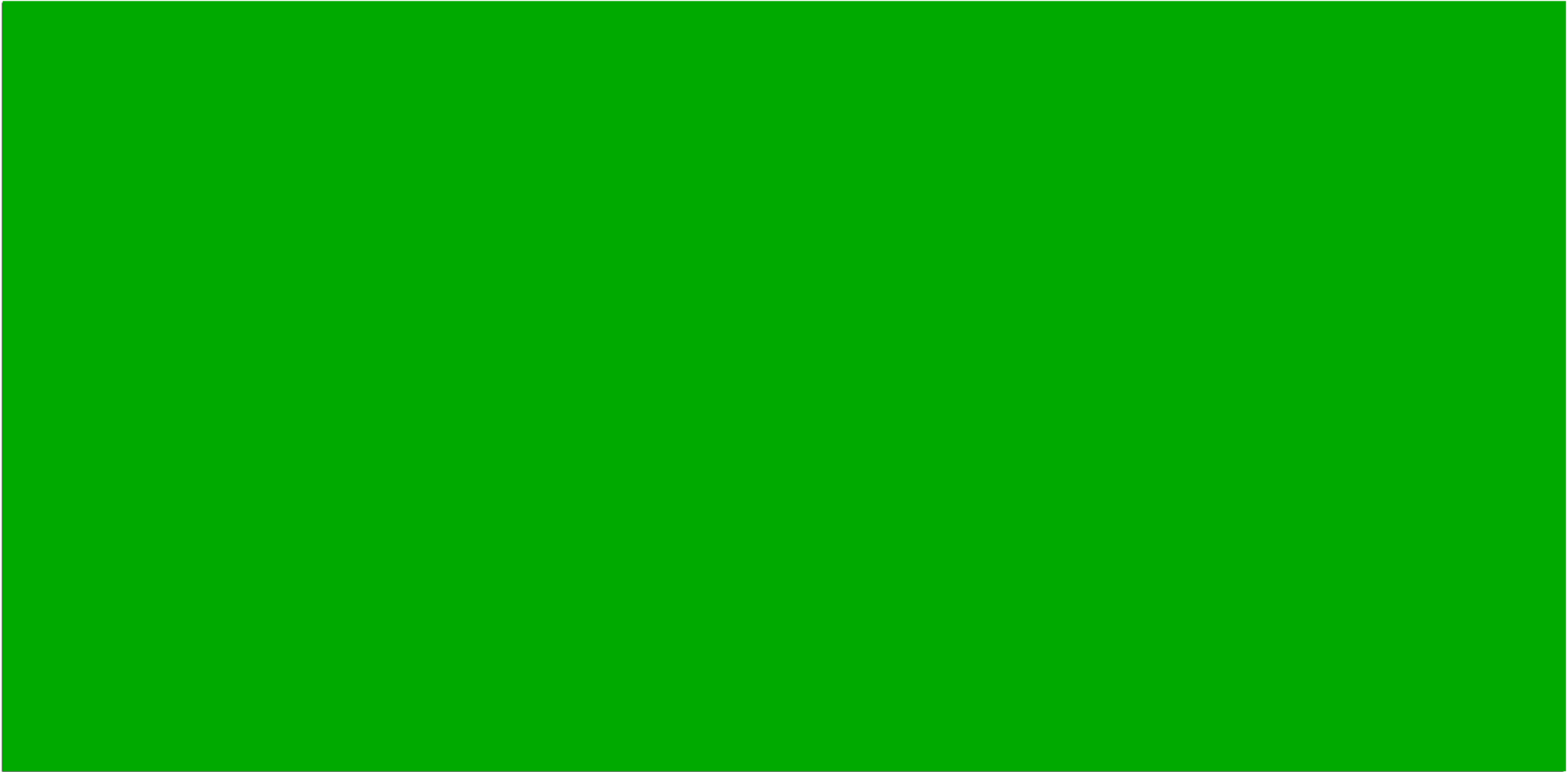
THE NAVY PARTNERSHIP

10

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T H E N A V Y P A R T N E R S H I P

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Ad recall



A M E R I C A ' S N A V Y

AD RECALL



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A M E R I C A ' S N A V Y

AD RECALL

Branded stim

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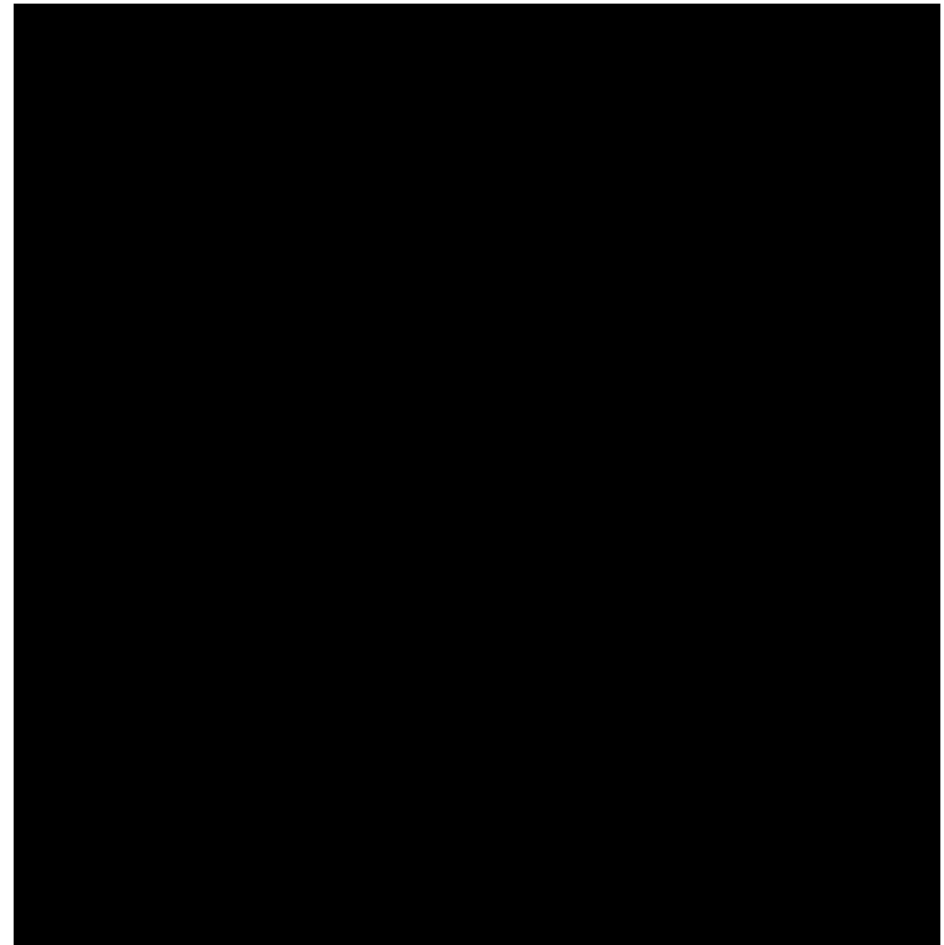
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[REDACTED]



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